

EN CONTACTO!

The Official Newsletter of the Hispanic Chamber of Commerce of Metropolitan St. Louis

MAY 2010

Adelante Awards Shine



The Hispanic Chamber of Commerce of Metropolitan St. Louis celebrated its 28th anniversary with the annual Adelante Awards on April 30th at the Sheraton Westport Chalet. Approximately 280 members and their guests – a record turn out - enjoyed the evening, which featured an inspiring keynote address from Kathy Osborn of the Regional Business Council and the presentation of seven awards recognizing excellence and commitment from a variety of companies and entrepreneurs (a full list of the recipients is on Pg. 2).

The evening began with a cocktail reception sponsored by Monsanto and featuring the music of Clave Sol, who also played during dinner. The ceremony itself included Ms. Osborn's remarks on the need for greater diversity in the St. Louis region and the role the Regional Business Council is playing in that endeavor – including its support of the Hispanic Chamber.

In prepared remarks, Lupita Gómez, President of the Hispanic Chamber, echoed the Gala's theme of "taking it to the next level," saying that, "In the first four months of this year, we have held 15 events for over 300 people and we will continue to develop the programs and events at the Technology and Resource Center."

After the awards ceremony, the evening concluded with a closing reception sponsored by AT&T honoring the award winners.

The Hispanic Chamber thanks our Adelante Awards sponsors, AT&T and Enterprise Rent-A-Car, along with our corporate sponsors and all of our valued members for making the Adelante Awards a great success.

Photos from the Gala will appear in our next addition of En Contacto.



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Letter From The Executive Director

Dear Chamber Members:

I want to formally recognize and congratulate our 2010 award recipients, all of whom were honored at last week's Adelante Awards:

- Hispanic Company of the Year – **Copies, Designs, and More**
- Hispanic Emerging Company of the Year – **El Mundo Latino**
- Hispanic Business Person of the Year – **Michael Zambrana**
- Hispanic Chamber Member of the Year – **Berto García**
- Corporate Hispanic Advocate of the Year – **AT&T**
- Adelante Civic Award – **Robert Fox**
- Hispanic Lifetime Achievement Award – **Joaquin Vigil**

These companies and individuals exemplify excellence and dedication, and they are the foundation upon which are building the economy of our region. When you observe Maria Stieferman's focus on the customer at Copies, Designs, and More, El Mundo Latino's voice for the community, Michael Zambrana's exceptional business skills, Berto García's indefatigable work ethic, and Joaquin Vigil's perseverance through every challenge life could throw at him, you see what makes our community so special and so important to the long term success of St. Louis. And when you combine this with the contributions to the Hispanic community from people like Robert Fox and companies like AT&T, you have the basis for sustained prosperity and stability.



I would like to thank all of our sponsors and all the companies that bought tables, especially those who engaged with us for the first time. Also, special thanks to our co-chairs for the event, Emma Espinoza and Ampy Kollman-Moore, who worked many long hours to make it all come together. And of course, kudos to our Master of Ceremonies, Guillermo Rodríguez.

I'd like to make note of a few upcoming events. The first is our next Small Business Week panel on May 12th at the Technology & Resource Center. The panel will feature James Baize of US Bank, Megan Bresler of Enterprise Bank, Mac McDougell of Regions Bank, and Rick Palank of the St. Louis County Economic Council. Our topic will be, "Getting the Big Bucks: Finding the Hidden/Biggest Financing for Small Businesses" and will explore a variety of financing options including new programs, traditional banks, and public/private partnerships. Discussion will focus on how to get the greatest amount of financing available. The event runs from 12:00 - 1:30 pm.

Then, on Thursday, May 13 from 6:00 - 7:30 pm, Janssen Longenecker, General Partner and Financial Analyst for Edward Jones, presents insightful information about IRAs and how you can take advantage of them in 2010. This will be great information for your financial planning.

Lastly, on Wednesday, July 21, we will present our next installment of the Hispanic Speakers Series, which features prominent Hispanic men and women who are having an impact in our society. We are honored to have George Paz, Chief Executive Officer of Express Scripts, as our speaker. The event takes place at the Touhill Performing Arts Center from 11:30 – 1:30 pm. Full details will be announced in the next two weeks.

Please don't hesitate to contact me with your questions, concerns, or ideas.

Sincerely,

A handwritten signature in black ink that reads "Jorge A. Riopedre". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jorge Riopedre
Executive Director

Welcome New Members!

By joining, the following individuals and companies have decided to make an investment in the Hispanic Chamber of Commerce and our community at large. We encourage you to find out more about them and, whenever possible, to use their services.

Ameren

1901 Chouteau Avenue
St. Louis, MO 63103
www.ameren.com

JC Ballestas

7108 Mexico Road
St. Peters, MO 63376
314-276-2602
jcballestas@wirelessadvantage.info

Direct Satellite & Dish Services LLC

8912 Barrett Drive
Dittmer, MO 63023
314-712-0178
dsdsatellite@yahoo.com

Saul Hernandez

Liberty International
883 Elias Avenue
St. Louis, MO 63147
314-229-9111
shmd@email.com

Las Fuentes Mexican Restaurant

6025 Telegraph Road
St. Louis, MO 63129-4758
(314) 846-2041
Gerardo0130@gmail.com

OEM Logistics

9378 Olive Blvd., Suite 120
St. Louis, MO 63132
314.621.5555
ruth@oemlogistics.net

Armando Siliceo-Roman

16662 Old Chesterfield Road
Chesterfield, MO 63017
314-229-1611
armando@piquantsoftware.com

Stark & Associates

955 Executive Parkway Dr.
St. Louis, MO 63141
314-576-2866
www.starkassociates.com

Daniel Ulloa

26 Ginger Creek Pkwy
Glen Carbon, IL 62034
318-593-3362
dulloa@siue.edu

Eileen Wolfington

1626 Cobblestone Creek Drive
Florissant, MO 63031
314-662-1203
eileen.wolfington@gmail.com

Salez Group

13260 Romany Way
St. Louis, MO 63131
314-394-0678
kris@salezgroup.com

¡BIENVENIDOS!

The Hispanic Chamber would also like to express its thanks to these companies and individuals that have renewed their memberships.

OFFICERS

Lupita Gómez
President

Castor Armesto
Vice President

Bryan Evans
Treasurer

Emma Espinosa
Secretary

BOARD OF DIRECTORS

Al González
DOTec Engineering

Ampy Kollman-Moore
AKM International Consulting

Lee E. Lewis, Jr.
Enterprise Rent-A-Car

Linda Martinez
Bryan Cave

Luis G. Martinez
LGM Professional Consulting Firm

Steve Martinez
State Farm

Tony Maldonado
Puckett Floor Coverings

Jaime Torres
Ritmo Latino

Carl Trautmann
SCORE

Ricky Vigil
RubinBrown LLC

Michael Zambrana
Pangea Group

Executive Director
Jorge Riopedre

MISSION STATEMENT OF THE HISPANIC CHAMBER OF COMMERCE

The mission of the Hispanic Chamber of Commerce of Metropolitan St. Louis is to promote the economic development of Hispanic firms and increase business opportunities for all in the St. Louis region.

If you would like more information about any of these organizations, please visit our website: hccstl.com.

Member News



The **American Red Cross** will offer Adult CPR training on Saturday, May 15th at 8 a.m. to 1 p.m. The CPR training will be held at the James J. Eagan Community Center, 1 Civic Center Drive, Florissant, MO 63033. The cost of the training is \$10.00 per person and must be prepaid on or before May 11, 2010. Please register for the class by calling our Health and Safety Department at (314) 516-2740 or go on-line at www.redcrossstl.org and click on "Take a Class" to register.

Patrick Chavez was recently re-elected to the position of "Member-At-Large" for the Bar Association of Metropolitan St. Louis (BAMSL). In addition to this position, Patrick currently sits on BAMSL's Board of Governors and is Co-Chair of the Minorities in the Legal Profession Committee. He also serves on the Board of Directors for the St. Louis Bar Foundation, BAMSL's charitable arm. Patrick focuses his practice on the defense of complex civil litigation matters, concentrating in the areas of medical malpractice, products and professional liability, commercial litigation and defending catastrophic personal injury claims.



Marti Cortez, Senior Vice President for Visitor Experience and Human Resources at the St. Louis Science Center and member of the Hispanic Chamber, is one of nine business professionals in the country to be named to the 2010 class of USA Eisenhower Fellows, in what the organization has deemed one of its most competitive selections to date. To read the complete story, click [here](#).

Shera Dalin, owner of Chamber member CarisMedia, released her first book, "The Art of Barter." The book was published by Skyhorse Publishing Inc.



GONZALEZ COMPANIES, LLC

Construction Management – Engineering

Gonzalez Companies, LLC is very excited to have the opportunity to work on its third international project!

Gonzalez Companies has been awarded a Design-Build project at a Poultry Meat Processing Plant in Honduras for Cargill, who produces and markets food and agricultural products internationally. In the company's efforts to treat the Cargill Poultry Plant's waste in the best and most efficient way possible, Gonzalez Companies will conduct a study of the wastewater data, as well as observe the pretreatment system at the Plant. This research will allow senior environmental engineers to develop a Project Implementation Plan with an appropriate design for the wastewater system. In June 2010, Gonzalez engineers will travel to Honduras to begin the study and oversee the project.

Jasha McQueen Gadberry was featured in the [St. Louis Business Journal](#). It's a great article about Jasha's own law practice ([McQueen Gadberry LLC](#)), which she started five months ago, and balancing that with raising two-year-old twin boys.



Ampy Kollman Moore was featured last week in the New York Times in an illuminating article about the power of immigration for the United States workforce. Click [here](#) to see the article.



Dr. Raul Pérez appeared in the New York Times last week in a column by Tom Friedman discussing business models for the 21st century. To read the story, [click here](#).

Talisen Technologies has helped Missouri cut its energy use by 6 percent this past year, or \$3 million. The electricity saved over the past 12 months was enough to power 2,500 Missouri homes for one year, according to a statement made by Gov. Jay Nixon said when he visited Talisen. The governor toured Talisen’s high-tech energy control center, which includes computer systems that can track energy use at state buildings across Missouri. Learn more [here](#).

Hispanic Chamber board member Carl Trautmann joined Congressman Russ Carnahan on Saturday, April 24th at Forest Park Community College for a Small Business Workshop. Carl will be among the invited representatives from the Small Business Administration who shared information vital to the startup, development and expansion of small businesses in the St. Louis region.




The Monsanto Pledge
the foundation for all that we do
Integrity includes: honesty, decency, consistency and courage

Through the Monsanto Supplier Diversity Program, we seek to obtain high-quality goods, professional services, and materials from certified minority and women owned businesses. Monsanto is committed to developing strategic partnerships with our suppliers to create extraordinary value for our customers around the world.


If you are a certified MBE or WBE and would like your company to be considered as a supplier to Monsanto, please visit our website.




MONSANTO
imagine®

www.monsanto.com
Email: monsanto.diversity@monsanto.com

SAVE THE DATE!



The Hispanic Chamber of Commerce of Metropolitan St. Louis

 HCC STL Foundation

Thursday, September 23rd
 Norman K. Probst Community Golf Course in Forest Park
 1:00 pm Shotgun Start

All proceeds will benefit the Hispanic Chamber’s charitable arm, the HCC STL Foundation. The Foundation promotes and advances Hispanics in the Greater St. Louis Region through a variety of education and training programs and works in conjunction with the Hispanic Chamber to advance the economic development of Hispanic firms and increase business opportunities for all in the St. Louis Region.

\$90.00 Player Fee
\$360.00 Foursome

Additional sponsorship opportunities available starting at \$125.00.
 For more information, contact: Steve Martinez at 636-227-7888 or steve.martinez.lxnq@statefarm.com.

Look for a complete brochure with tourney details in your mailbox soon.
 Learn more about our work by visiting: www.hccstl.com



Who's Hiring Now

The Hispanic Chamber is pleased to announce our next "Who's Hiring Now," a quarterly career fair for minority and women professionals. Seventy-three candidates turned out to speak with nine area companies at our previous event in February (you can read the Post-Dispatch article about it [here](#)). This time we will have space for twelve companies. Confirmed companies are [Dot Foods](#), [Nationwide Insurance](#), [Prudential](#), [Regions Bank](#), [Scottrade](#), the [Urban League](#) and the [U.S. Department of Agriculture](#).

As before, participating companies are ones that pledge a good faith effort to hire within the next two business quarters. This is a great opportunity to connect talented professionals with area corporations that are committed to attracting and retaining diverse and dynamic talent.

The fair takes place on Thursday, June 3 from 6:00 - 8:30 pm. If you are interested in attending as a candidate, there is no charge and you can sign up by clicking [here](#). To submit your resume prior to the event (strongly suggested), click [here](#) and then click on "view details" for Who's Hiring Now. The cost for companies to participate is \$100 (free for Bronze or higher corporate sponsors of the Chamber). For more information or to request a registration form, please contact the Chamber at info@hccstl.com, or 314-664-4432.

Technology Center Programs

New

- As part of St. Louis Small Business Week, the Hispanic Chamber will host, "Getting the Big Bucks: Finding the Hidden/Biggest Financing for Small Businesses." This panel discussion will explore a variety of financing options including new programs, traditional banks, and public/private partnerships. Discussion will focus on how to get the greatest amount of financing available. Panelists include Rick Palank from the St. Louis County Economic Council, Mac McDougell of Regions Bank, and James Baize of US Bank. The event is Wednesday, May 12 at noon. Make your free reservation by clicking [here](#).

- Janssen Longenecker, General Partner and Financial Analyst for Edward Jones, presents insightful information about IRAs and how you can take advantage of them in 2010. The event is Thursday, May 13 from 6:00 - 7:30 pm. Make your free reservation by clicking [here](#).

Recaps

In April, the Hispanic Chamber presented a number of programs at the Technology & Resource Center.

- Susan Kopinski and Jacqueline Taylor of Lambert International Airport provided an overview for Hispanic small businesses who want to go through the minority certification process. From that event, the Hispanic Chamber is now undertaking an effort to liaison with the Airport to help shepherd interested and qualified Hispanic small businesses.

- José Mendez, GSA Customer Service Director, presented a GSA Multiple Award Schedules Workshop. The three hour session, done in collaboration with the St. Louis Minority Business Council, employed the use of the Center's computers to give the participants hands-on guidance and orientation on doing business with the federal government.

- Bill Emmons of the Federal Reserve Bank of St. Louis, Jennifer Marler of Sonnenschein Nath & Rosenthal LLP, Chris McCoy of Regions Bank, and Terry Stieve of Cassidy Turley served as panelists on a discussion regarding commercial real estate foreclosures and the danger this represents to the economy. Mr. Emmons has graciously provided the Chamber with a powerpoint on the outlook for commercial lending in St. Louis. You can access it by [clicking here](#).

Know the **SCORE**

Tap the Power of Press Releases



Behold the humble press release. Even in the age of blogs and RSS feeds, the press release remains the simplest, yet most effective tool for generating publicity about your small business. Even better, the resulting coverage costs nothing compared to the costs of paid advertising.

While you don't have to be a PR expert or writing whiz to create an effective release, a potentially newsworthy item may be overlooked if the release is poorly organized or doesn't seem newsworthy.

First, you need to have news that's worth sharing. Things that may seem important to you may not be relevant to your intended audience. Imagine you're a reader with little or no familiarity with your business, and think about what might appeal to you. Some things are easy, such as adding a new product or service, opening a new location, or reaching a milestone anniversary.

Also consider offering readers helpful hints related to your product or service. If you're an accountant, for example, a list of tips for getting organized at Income Tax time may be perfect for time-crunched taxpayers. Gift shop owners can prepare a list of innovative ideas for specific holidays, or acceptable items to send service personnel overseas.

Aside from the news item itself, the most important parts of a press release are the headline and first paragraph. Because editors sift through dozens of press releases a day, they rarely read anything that doesn't immediately grab their attention. Get to the point by organizing the first paragraph around what your news is, who it's about, and why it's important. Then, use brief supporting paragraphs to add detail.

Remember that like a resume, a press release is designed to pique interest, not tell the entire story. As such, limit your release to no more than two double-spaced pages.

Your company's logo and contact information should be at the top of your press release. It's also helpful to include a name, address, and phone number or email in the text.

Once your release is ready, contact the publications or media outlets to identify the right editor, and whether they prefer to receive releases by regular mail or electronically. Make sure you spell the editor's name and title correctly. Releases with errors or addressed to long-departed predecessors often go into the trash unread.

You can get more help about generating publicity for your small business from SCORE, "Counselors to America's Small Business," sponsored by your Hispanic Chamber of Commerce. For an appointment or more information, call the Chamber at (314) 664-4432. Or visit www.hccstl.com.

Upcoming Programs in May

“Getting the Big Bucks: Finding the Hidden/Biggest Financing for Small Businesses”

Wednesday, May 12 - 12:00 p.m. to 1:30 p.m.

Technology & Resource Center

FYI on your IRA

Thursday, May 13 - 6:00 p.m. to 8:00 p.m.

Technology & Resource Center

Presented by Edward Jones

Financial Counseling from Mac McDougell (Regions Bank)

Wednesday, May 14 -- 11:00 a.m. to 6:00 p.m.

Technology & Resource Center

Legal counseling from Early & Miranda, P.C.

Wednesday, May 26 -- 11:00 a.m. to 6:00 p.m.

Technology & Resource Center

Business counseling from Carl Trautmann, SCORE

Every Tuesday in May - 9:00 a.m. to 5:00 p.m.

Technology & Resource Center

Business Networking Roundtable

Every Tuesday in May - 4:00 p.m. to 5:00 p.m.

Technology & Resource Center

The Technology & Resource Center is located at 3611 S. Grand Blvd, Suite 105, St. Louis 63118

All events require a reservation – www.hccstl.com • 314-664-4432